

Olga Volkova

Marketing & Project Manager

PROFESSIONAL PROFILE

Highly creative marketer with the strong business background, including 10 years in marketing.

A versatile and seasoned professional who adapts well to rapidly changing environments.

Strong team player/leader who excels in mediating among multiple divisions of large, medium and startup organizations and maintains productive relationships with staff, peers, and management.

Excellent written, verbal, and interpersonal communicator and presenter skilled in creating events, webinars, and PPT presentations for audiences of various sizes.

I have excellent user-centric design and product sense and a passion of using data to improve user experiences.

I am incredibly detail-oriented, process-driven, and organized—personally and within the team.

WORK EXPERIENCE

MARKETING OPERATIONS DIRECTOR

Osher Marin JCC | San Rafael | 2016 - Present

Spearheaded marketing activities (including all print and internal communications, digital, social media and center events), as well as business, reporting, and analytics to measure impact of marketing programs for multiple audiences and departments.

- Created compelling strategies, brand messaging, campaigns, communications, promotions and customer experiences
- Developed content for syndication programs and marketing events, presentations, print collateral, online content and infographics
- Worked cross-functionally with designers and department directors to build impactful, metric-driven solutions and tests

MARKETING DIRECTOR & SALES MANAGER

Mighty Leaf Tea Company | San Rafael | 2012 - 2015

Established, planned and organized corporate integration process between Mighty Leaf Tea and Peet's Coffee. Responsible for company's innovation program, brand portfolio and P&L.

- Executed full conversion & product strategy across all business channels (brick/mortar, wholesale, retail & e-commerce) growing same store sales +12% YTD
- Executed event marketing strategies, coordinated logistics, handled the negotiation and participation at all major industry trade shows and events. It engaged on average over to 40-60K individuals and acquired 3K leads
- Created and deployed products for national account partners including high-end hotels (Ritz Carlton, Hilton, Mandarin Oriental) resorts, restaurants and small/large retailers - Costco, Safeway, Kroger's and Target
- Co-managed a 12-person sales team
- Worked with executive leadership team on setting, managing and exceeding business opportunities
- Used qualitative and quantitative data analysis together to identify and solve complex problems

ACCOUNT SUPERVISOR OF CLIENT SERVICES

Epsilon (formerly Solution Set) | San Francisco | 2007 - 2012

- Managed and built company's strong client relationships and worked with leading tech and service brands within overall budget of \$20 million.
- Recommended innovative advertising programs and crafted holistic client solutions to improve marketing and acquisition rate by 40%. Coordinated and managed extremely busy and complex marketing partnership programs
- Responsible for all aspects of marketing affinity program and led affinity acquisition program growth from 5 to 35 within 3 month period
- Analyzed, structured, and segmented advertising campaigns with response rate of 60%

ACCOUNT EXECUTIVE

Young & Rubicam | San Francisco | 2004 - 2007

NEWS INTERN

KRON 4 News | San Francisco | 2002 - 2004



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San Francisco, United States

Education

BA // Mass Communications
University of California, Berkeley
2001-2004

Player on the Women's Basketball Team. Received PAC-12 conference honors for exceptional athletic and educational performance.
Multilingual: English (fluent), Russian (native) and Ukrainian

Expertise

Executive-level development/management
Strategic marketing and business negotiation and planning
Competitive Market & Data Analysis
Account Management
PowerPoint, Word, Access, Excel, Keynote, Publisher, Adobe InDesign, Photoshop, Illustrator